Print Date 10/22/12 16:56:01

107382 **Orders** Order / Rev: Alt Order #: 06860569 Product Desc: REP JEWISH COALITION Estimate: 60\$ Flight Dates: 10/03/12 - 10/21/12 Primary AE: Amy McCreary Original Date / Rev: 10/02/12 / 10/22/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Jamestown Associates/ NJ Billing Type: **Buying Contact:** Cash Billing Contact: Billing Calendar: Broadcast 5 Mapleton Rd. Billing Cycle: EOM/EOC Princeton, NJ 08540 Agency Commission: 15% Advertiser Name: A35+ Demographic: New Business Thru:

Priority:

PLI2

Product Codes:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

Order Separation:

Advertiser External ID:

Agency External ID:

**BIII** Pian

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	110	\$148,600.00	\$126,310.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	110	\$148,600.00	\$126,310.00	0.00
Totals	110	\$148,600.00	\$126,310,00	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$148,600.00
Market	100%	\$571,538,46

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$171 <b>,46</b> 1.54
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$114,307.69
KTUD	1%	\$5,715.38
KVVU	18%	\$102,876.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$28,576.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Til	me Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w	//Wa@M	5-6a	WTF	1:00	1	\$900.001	0.00 NM	1	\$900.00
				M-F 5-6a WakeUp w	v/Wagners								
	NEWS												
	<u>Star</u>	<u>t Date</u>	E <u>nd</u> Date	Weekdays S	oots/Week	Rate	Rating						
W	eek: 10/0	1/12	10/07/12	WTF	1	\$900.00	0.00						

Print Date: 10/22/12 16:56:01

**KSNV** 

Page 2 of 5

Order / Rev:

107382

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order #:

06860569

Product Desc:

REP JEWISH COALITION

Flight Dates: 10/03/12 - 10/21/12 Estimate:

60S

Ln Ch Sta	rt End	Inventory Code	Break	Start/End 1	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 2 KSNV 10/0	8/12 10/19/12	M-F 5-6a WakeUp M-F 5-6a WakeU		5-6a	MTWTF	1:00	2	\$900.001	0.00 NM	4	\$3,600.00
NEWS											
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
Week: 10/15/12	10/21/12	MTWTF~~	2		0.00						
E 3 KSNV 10/0 NEWS	3/12 10/05/12	M-F 6-7a WakeUp M-F 6-7a WakeU	_	6-7 <b>a</b>	WTF	1:00	3	\$1,400.001	0.00 NM	3	\$4,200.00
Start Date Week: 10/01/12		<u>Weekdays</u> ₩TF	Spots/Week 3	<u>Rate</u> \$1,400.00	Rating 0.00						
		M-F 6-7a WakeUp M-F 6-7a WakeU JB LINES A THRU I	p w/Wagners	6-7a	MTWTFSS	1:00	5	\$1,400.001	0.00 NM	9	\$12,600.00
<u>Start Date</u> Week: 10/08/12 Week: 10/15/12		<u>VVeekdays</u> MTWTFSS MTWTFSS		<u>Rate</u> \$1,400.00 \$1,400.00	<u>Rating</u> 0.00 0.00						
E 5 KSNV 10/0	3/12 10/05/12		CM	658a-9am	~~WTF	1:00	2	\$1,800.001	0.00 NM	2	\$3,600.00
TODAY		Today Show									
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> ₩TF	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00						
	8/12 10/19/12		CM	658a-9am	MTWTF	1:00	4	\$1,800.001	0.00 NM	9	\$16,200.00
COMMENTS TODAY	APPLY TO SU	Today Show JB LINES A THRU I	В								
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	MTWTF~~ MTWTF		\$1,800.00 \$1,800.00	0.00 0.00						
E 7 KSNV 10/1	0/12 10/12/12	M-F Today Show	II 3rd HBM	9-10a	WTF	1:00	2	\$850.001	0.00 NM	2	\$1,700.00
TODAY2		M-F Today Show	11								
Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 E 8 KSNV 10/0	10/14/12 8/12 10/19/12	WTF M-F Today Show	1) 3rd HBM	\$850.00 9-10a	0.00 MTWTF~-	1:00	2	\$850.001	0.00 NM	4	\$3,400.00
	0,12 10,10,12	M-F Today Show		5 10a	1-11 *** 1.1	1.50	_	φοσσ.σσ τ	0.00 14141		ψ3,400.00
TODAY2 Start Dat	e End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12	10/14/12	MTWTF	2	\$850.00	0.00						
Week: 10/15/12 E 9 KSNV 10/0	10/21/12	MTWTF	2	•	0.00	4.00		<b>PCEO 004</b>	0.00 NIM		<b>**</b> *** ***
RR	0/12 10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF	1:00	2	\$650.001	0.00 <b>NM</b>	4	\$2,600.00
<u>Start Dat</u> Week: 10/08/12		<u>Weekdays</u> MTWTF~~	Spots/Week 2		Rating 0.00						
Week: 10/15/12		MTWTF	2		0.00						
E 10 KSNV 10/0	3/12 10/05/12	Rachael Ray Rachael Ray	СМ	11am-12pm	WTF	1:00	1	\$650.001	0.00 NM	1	\$650.00
Start Dat		<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 10/01/12 E 11 KSNV 10/0	<del></del>		CM	\$650.00 12-1230pm	0.00 WTF	1:00	2	\$850.001	0.00 NM	2	\$1,700.00
NEWS		Noon News							, <u> </u>		, ,,, = 2.00
<u>Start Dat</u> Week: 10/01/12		<u>Weekdays</u> WTF	Spots/Week 2		<u>Rating</u> 0.00						
E12 KSNV 10/0			СМ	12-1230pm	MTWTF	1:00	2	\$850.001	0.00 NM	4	\$3,400.00
NEWS Start Dat	e End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12		MTWTF~~	2		0.00						

Print Date: 10/22/12 16:56:02 Page 3 of 5 Order / Rev: 107382 Advertiser: Republican Jewish Coalition (RJC)

Alt Order #: 06860569

REP JEWISH COALITION Product Desc:

KSNV

Flight Dates: 10/03/12 - 10/21/12 Estimate: 60S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12 KSNV	10/08/1	2 10/19/12	Noon News	CM	12-123 <b>0</b> pm	MTWTF	1:00	2	\$850.001	0.00 NM	4	\$3,400.00
NEWS			Noon News									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/ E 13 KSNV		10/21/12 2 10/19/12	MTWTF The Agenda 1230	pm CM	\$850.00 1230-1p	0.00 MTWTF	1:00	2	\$650.001	0.00 NM	4	\$2,600.00
		_ 10,14,1_	The Agenda 1230	-	1200 15	111771	1.00	-	φοσο.σσ 1	0.00 14101	7	Ψ2,000.00
AGEND Sta	A Int Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	MTWTF	2	\$650.00	0.00						
Week: 10/ E 14 KSNV		10/21/12	MTWTF	2 2	\$650. <b>00</b>	0.00	1,00		\$650.004	0.00 1154	0	<b>#4</b> 000 00
L 14 NOIV	10/00/1	2 10/05/12	The Agenda 1230 The Agenda 1230	•	1230-1p	WTF	1:00	2	\$650. <b>00</b> 1	0.00 NM	2	\$1,300.00
AGENE		Ford Boto	Mandalasa	01-0011-	D-4-	D-#-						
Sta Week: 10/	<u>irt Date</u> /01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$65 <b>0</b> .00	<u>Rating</u> 0.00						
E 15 KSNV	10/03/1	2 10/05/12	The Doctors	СМ	2pm-3pm	WTF	1:00	2	\$650.001	0.00 NIM	2	\$1,300.00
DRS			The Doctors									
	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	WTF	2	\$650.00	0.00				·		
E16 KSNV	10/08/1	2 10/19/12	The Doctors The Doctors	СМ	2pm-3pm	MTWTF	1:00	2	\$650.001	0.00 NM	4	\$2,600.00
DRS												
<u>Sta</u> Week: 10/	<u>ırt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> мт₩тг⊶	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
Week: 10/		10/21/12	MTWTF⋯	2	\$650.00	0.00						
E 17 KSNV	10/08/1	2 10/19/12	Dr. Phil Dr Phil	СМ	3-4p	MTWTF⊶⊷	1:00	2	\$900.001	0.00 NM	4	\$3,600.00
PHIL			DI FIIII									
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/14/12 10/21/12	MTWTF~~	2 2	\$900.00 \$900.00	0.00 0.00						
E 18 KSNV	10/03/1	2 10/05/12	Dr. Phil	СМ	3-4p	WTF	1:00	2	\$900.001	0.00 NM	2	\$1,800.00
PHIL			Dr Phil									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/ E 19 KSNV		10/07/12	WTF	2	\$900.00	0.00	1.00	2	#4 450 004	0.00 104	0	<b>#4.050.00</b>
E 18 VOINA	10/03/1	2 10/05/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h		4-5pm (4:00 PM-5:0	WTF O PM)	1:00	3	\$1,450. <b>00</b> 1	0.00 NM	3	\$4,350.00
NEWS	D	E1 D-1-			_							
Sta Week: 10/	<u>ırt Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,450.00	Rating 0.00						
E 20 KSNV	10/08/1		NEWS 3 at 4 (1	HOUR)CM	4-5pm	MTWTF	1:00	5	\$1,450.001	0.00 NM	9	\$13,050.00
COMM	ENTS AF	PEY TO SU	4PM NEWS (1 ho B LINES A THRU		(4:00 PM-5:0	10 PM)						
NEWS		1211000										
<u>Sta</u> Week: 10/	ırt Date /∩8/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$1,450.00	<u>Rating</u> 0.00						
Week: 10/		10/21/12	MTWTF		\$1,450.00	0.00						
E 21 KSNV	10/08/1	2 10/19/12	M-F Early News	СМ	5-630p	MTWTF	1:00	2	\$2,400.001	0.00 NM	4	\$9,600.00
NEWS			M-F Early News									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/14/12 10/21/12	MTWTF MTWTF		\$2,400.00 \$2,400.00	0.00 0.00						
E 22 KSNV			M-F Early News	СМ	5-630p	WTF	1:00	1	\$2,400.001	0.00 NM	1	\$2,400.00
NEWS			M-F Early News									
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	WTF		\$2,400.00	0.00			40.000.00	0.00	_	Ap 85
E 23 KSNV	10/03/1	2 10/05/12		CM	630-730pm	TF-∺	1:00	2	\$2,600.001	0.00 NM	2	\$5,200.00

Print Date: 10/22/12 16:56:02

KSNV

Page 4 of 5

Order / Rev:

107382

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order #:

06860569

Product Desc:

REP JEWISH COALITION

Estimate:

60S

Flight Dates: 10/03/12 - 10/21/12

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate F	ri Rtg Type	Spots	Amount
			M-I- Jeop/Wheel M-F Jeopardy/W	heel of Fortune	Э						
WH/JEI	Þ		, , , , , , , , , , , , , , , , , , ,								
	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating					
Week: 10/		2 10/19/12	M-F Jeop/Wheel	CM	\$2,600.00 630-730pm	0.00 MTWTF	1:00	2 \$2,600.001	0.00 NM	۱ ,	<b>010 400 00</b>
L 24 NOIV	10/00/1	2 10/13/12	M-F Jeopardy/W		•	ki i M i Is a a	1.00	2 \$2,600.001	U.UU INIVI	4	\$10,400.00
WH/JEI	P										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/ Week: 10/		10/14/12 10/21/12	MTWTF M-WTF		\$2,600.00 \$2,600.00	0.00 0.00					
		•	M-F News 3 at El		11pm-1135p		1:00	2 \$2,400.001	0.00 NM	4	\$9,600,00
			M-F News 3 at E	leven				, ,			,
WH/JEI		Find Data	101a a ledavia	Constantial	D-4-	Datie					
<u>Sta</u> Week: 10/	<u>irt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$2,400.00	Rating 0.00					
Week: 10/		10/21/12	MTWTF		\$2,400.00	0.00				l	
E 26 KSNV	10/03/1	2 10/05/12	M-F News 3 at El		11pm-1135p	mWTF	1:00	1 \$2,400.001	0.00 NM	1	\$2,400.00
WH/JEI	D		M-F News 3 at E	leven							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	WTF	1	\$2,400.00	0.00					
E 27 KSNV	10/06/1	2 10/20/12	News 3 Sunrise -		6a-7a	s-	1:00	1 \$700.001	0.00 NM	3	\$2,100.00
NEWS			News 3 Sunrise	SATURDAY							
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	s-	1	\$700.00	0.00					
Week: 10/ Week: 10/		10/14/12 10/21/12	S- S-	1	\$700.00 \$700.00	0.00					
E 28 KSNV			Saturday Today	CM	7a-9am	0.00 S-	1:00	1 \$1,250.001	0.00 NM	3	\$3,750.00
223 (1011)	10.00.1	- 10/20/14	Saturday Today	J.,,	7 G GGIII	J	1.00	ι ψι,εσο.σσι	0.00 14(0)	3	ψυ, 130.00
SATTO									,		
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,250.00	Rating 0.00					
Week: 10/		10/1/12	s-	1	\$1,250.00	0.00					
Week: 10/	15/12	10/21/12	S	1	\$1,250.00	0.00					
E29 KSNV	10/06/1	2 10/06/12	News 3 Today - 8		9am-930am	S-	1:00	1 \$1,000.001	0.00 NM	1	\$1,000.00
NEWS			News 3 Today -	SAI							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	S-		\$1,000.00	0.00					
E30 KSNV	10/20/1	2 10/20/12	Sa-Su Early New Sa-Su Early New		5pm-630pm	S-	1:00	1 \$1,350.001	0.00 NM	1	\$1,350.00
NEW\$			Sa-Su Early New	rs							
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/21/12	S-		\$1,350.00	0.00					
E31 KSNV	10/13/1	2 10/13/12	Weekend Jeopar WKND Jeop/Wh		630-730pm	S-	1:00	1 \$1,050.001	0.00 NM	1	\$1,050.00
WH/JEI	Р		WINID Seop/Wil	CCI							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				Į.	
Week; 10/		10/14/12	S-		\$1,050.00	0.00			·····		
E32 KSNV	10/20/1	2 10/20/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	omS-	1:00	1 \$2,200.001	0.00 NM	1	\$2,200.00
NEWS			Ga-Ga News 5 a	Lievett						ļ	
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/21/12	S-		\$2,200.00	0.00					
⊨33 KSNV	10/07/1	z 10/21/12	News 3 Sunrise - News 3 Sunrise		6a-7a	S	1:00	1 \$700.00°	0.00 NM	3	\$2,100.00
NEWS			.10.13 0 04111130								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/ Week: 10/		10/07/12 10/14/12	S S	1	\$700.00 \$700.00	0.00 0.00					
VVCCK. 10	100/14	10/14/14	3	1	Ψ7.00,00	0.00					

 Print Date:
 10/22/12 16:56:02
 Page 5 of 5

 Order / Rev:
 107382
 Advertiser:
 Republican Jewish Coalition (RJC)

**KSNV** 

Totals

110 \$148,600.00

Alt Order #: 06860569 Product Desc: REP JEWISH COALITION

Flight Dates: 10/03/12 - 10/21/12 Estimate: 60S

Ln Ch	Start	End	Inventory Code		Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 33 KSNV	10/07/1	2 10/21/12	News 3 Sunrise -		6a-7a	s	1:00	1	\$700.001	0.00 NM	3	\$2,100.00
NEWS			News 3 Sunrise 5	SUNDAY								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	S	1	\$700.00	0.00						
E34 KSNV	10/07/1	2 10/21/12	Sunday Today	CM	7a-8am	S	1:00	1	\$1,500.001	0.00 <b>NM</b>	3	\$4,500.00
OUN TO	20.424		Sunday Today									
SUN TO	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
<u>المح</u> // Week: 10		10/07/12	S	Spuis/vveek 1	\$1,500.00	0.00						
Week: 10/		10/14/12	S	i	\$1,500.00	0.00						
Week: 10/	15/12	10/21/12	S		\$1,500.00	0,00						
E35 KSNV	10/21/1	2 10/21/12	News 3 Today W	knd CM	9a-930am	S	1:00	1	\$1,000.001	0.00 NM	1	\$1,000.00
			News 3 Today									
NEWS												
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 10/		10/21/12			\$1,000.00	0.00						
E36 KSNV	10/07/1	2 10/07/12	Chris Matthews 9 Chris Matthews 8		9:30a-10a	S	1:00	1	\$1,200.001	0.00 NM	1	\$1,200.00
CHRIS	MATTHE	≡ws	Chins Matthews	SUN 9.50am								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S		\$1,200.00	0.00						
E 37 KSNV	10/07/1	2 10/07/12	News 3 Live in Pr	ime CM	7-10pm	S	1:00	1	\$3,600.001	0.00 NM	1	\$3,600.00
			News 3 in Prime									•
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	S		\$3,600.00	0.00						
E38 KSNV	10/07/1	12 10/07/12	Sa-Su News 3 at		11pm-1135 <b>բ</b>	omS	1:00	1	\$1,100.001	0.00 <b>NM</b>	0	\$0.00
NEWS			Sa-Su News 3 at	Eleven								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	S		\$1,100.00	0.00						
Spot Ch	Date Ra	ange <u>C</u>	escription	<u>Star</u>	t/End Time	<u>v</u>	<u>Veekdays</u>	<u>L</u> e	ngth Rate	Rtg Type		
			a-Su News 3 at El	even 11pr	n-1135pm	_		Su	1:00(\$1,100.00	) 0.00 <i>NM</i>		
	resolved											
[wr	ong rate											